

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KUTV-TV      Salt Lake City-Ogden	<b>Date:</b> 9/18/2012
---	---------------------------

I, Media Strategies and Research,  
 being on behalf of: Jim Matheson, a legally  
 qualified candidate of the Democratic political  
 party for the office of: U.S. Congress  
 in the General  
 election to be held on: Tuesday, November 06, 2012  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Monday, September 24, 2012			Sunday, September 30, 2012		

**Total Charges: \$38,715.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Matheson for Congress

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Allen Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

Tuesday, September 18, 2012

Date



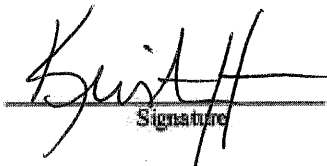
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

  
Signature

KRISTEN HENDERSON

Printed Name

POLITICAL ADV. SPECIALIST

Title



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

Contract # 1374432

Schedule Dates

09/24/12-09/30/12

Advertiser

Matheson for Congress (73730)

Agency

Media Strategies & Research-Denver (1374)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

september 24 through september 30 kutv (47398)

Salesperson

Henderson, Kristen (2948)

Sales Office

KUTV/KMYU

Buyer Name

/

Phone/Fax

CPE

12033

Account Types

Local/Spot Agency BRD

Billing Type

Standard

Comments

Date Entered

09/18/12

Last Modified

09/18/12

Entered By

Chantraye Diehl

CO-OP

No

Headline #

Normal

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$5,807.25

Net Total

\$32,907.75

Sales Tax

Salt Lake City (KUTV)

By Broadcast Month

Sep. 2012

Grand Total:

Spots

54

Rate

\$38,715.00

\$38,715.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	09/26/12-09/26/12	1	:30	5A- News-2 News This Morning 530a				1						\$350.00		Salt Lake City (KUTV)		9/18/12
1.0.1	Closed Preempt	09/26/12															Salt Lake City (KUTV)	Order Error/Exception - Time as 5a program as 5:30a	
2.0	Normal Line / News	09/24/12-09/28/12	1	:30	6A- 8A (MST)		1	1	1	1	1			5	\$550.00	\$2,750.00	Salt Lake City (KUTV)		9/18/12
3.0	Normal Line / SPOT	09/24/12-09/28/12	1	:30	8A- CBS-This Morning (New Title)		1	1	1	1	1			5	\$300.00	\$1,500.00	Salt Lake City (KUTV)		9/18/12
4.0	Normal Line / SPOT	09/26/12-09/26/12	1	:30	10A- CBS-The Young and the Restless				1					1	\$300.00	\$300.00	Salt Lake City (KUTV)		9/18/12
5.0	Normal Line / News	09/24/12-09/24/12	1	:30	12P- News-2 News at Noon		1							1	\$300.00	\$300.00	Salt Lake City (KUTV)		9/18/12
6.0	Normal Line / SPOT	09/25/12-09/28/12	5	:30	1P- News-Fresh Living			1		1				2	\$70.00	\$140.00	Salt Lake City (KUTV)		9/18/12
7.0	Normal Line / SPOT	09/24/12-09/28/12	5	:30	3P- Ricki Lake		1	1	1	1	1			5	\$125.00	\$625.00	Salt Lake City (KUTV)		9/18/12
8.0	Normal Line / News	09/24/12-09/28/12	1	:30	4P- News-2 News at 4p		1	1	1	1	1			5	\$400.00	\$2,000.00	Salt Lake City (KUTV)		9/18/12
9.0	Normal Line / News	09/24/12-09/28/12	1	:30	4:30P- News-2 News at 430p		1	1	1	1	1			5	\$500.00	\$2,500.00	Salt Lake City (KUTV)		9/18/12
10.0	Normal Line / News	09/24/12-09/28/12	1	:30	5P- News-2 News at 5p		1	1	1	1	1			5	\$900.00	\$4,500.00	Salt Lake City (KUTV)		9/18/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

PAYMENT RECEIVED 9/19



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

## Contract # 1374432

### Schedule Dates

09/24/12-09/30/12

### Advertiser

Matheson for Congress (73730)

### Agency

Media Strategies & Research-Denver (1374)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

september 24 through september 30 kutv (47398)

### Salesperson

Henderson, Kristen (2948)

### Sales Office

KUTV/KMYU

### Buyer Name

### Phone/Fax

### CPE

### Account Types

### Billing Type

### Comments

Date Entered 09/18/12  
Last Modified 09/18/12  
Entered By Chantryce Diehl  
CO-Op No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$5,807.25  
Net Total \$32,907.75  
Sales Tax

09/18/12  
09/18/12  
Chantryce Diehl  
No

## Salt Lake City (KUTV)

By Broadcast Month Spots Rate  
Sep. 2012 54 \$38,715.00  
Grand Total: 54 \$38,715.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / News	09/24/12-09/27/12	1	:30	6p- News-2 News at 6p	1	1			1				1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)		9/18/12
11.0.1	Closed Preempt	09/24/12															Salt Lake City (KUTV)	Political/Exception - Bump Rate	
12.0	Normal Line / News	09/29/12-09/29/12	5	:30	5p- News-2 News at 5p							1		1	\$180.00	\$180.00	Salt Lake City (KUTV)		9/18/12
13.0	Normal Line / Prime	09/28/12-09/28/12	1	:30	8p- CBS-Made in Jersey (Friday)							1		1	\$1,700.00	\$1,700.00	Salt Lake City (KUTV)		9/18/12
14.0	Normal Line / News	09/24/12-09/28/12	1	:30	10p- News-2 News at 10p		1	1	1	1	1			5	\$2,500.00	\$12,500.00	Salt Lake City (KUTV)		9/18/12
15.0	Normal Line / News	09/29/12-09/29/12	1	:30	10p- News-2 News at 10p							1		1	\$1,500.00	\$1,500.00	Salt Lake City (KUTV)		9/18/12
16.0	Normal Line / News	09/30/12-09/30/12	3	:30	10p- News-2 News at 10p								1	1	\$900.00	\$900.00	Salt Lake City (KUTV)		9/18/12
17.0	Normal Line / SPOT	09/25/12-09/27/12	1	:30	10:35p- CBS-The David Letterman Show			1		1				2	\$600.00	\$1,200.00	Salt Lake City (KUTV)		9/18/12
18.0	M/G For 11.0.1 / News	09/24/12-09/24/12	1	:30	5:59p- News-2 News at 6p		1							1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)		9/18/12
19.0	Normal Line / News	09/24/12-09/25/12	1	:30	5:28:30a- News-2 News This Morning 530a		1	1						2	\$350.00	\$700.00	Salt Lake City (KUTV)		9/18/12
20.0	Normal Line / SPOT	09/24/12-09/24/12	5	:30	1p- News-Fresh Living		1							1	\$70.00	\$70.00	Salt Lake City (KUTV)		9/18/12
21.0	Normal Line / News	09/25/12-09/28/12	1	:30	5:59p- News-2 News at 6p			1	1	1		1		3	\$1,000.00	\$3,000.00	Salt Lake City (KUTV)		9/18/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

## Contract # 1374432

### Schedule Dates

09/24/12-09/30/12

### Advertiser

Matheson for Congress (73730)

### Agency

Media Strategies & Research-Denver (1374)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

september 24 through september 30 kutv (47398)

### Salesperson

Henderson, Kristen (2948)

### Sales Office

KUTV/KMYU

### Buyer Name

/

### Phone/Fax

12033

### CPE

Local/Spot Agency BRD

### Account Types

Standard

### Billing Type

Comments

09/18/12

Date Entered

09/18/12

Last Modified

Chantrryce Diehl

Entered By

CO-OP

No

Headline #

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$5,807.25

Net Total

\$32,907.75

Sales Tax

## Salt Lake City (KUTV)

By Broadcast Month

Spots

Rate

Sep. 2012

54

\$38,715.00

Grand Total:

54

\$38,715.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
22.0	M/G For 1.0.1 / News	09/26/12-09/26/12	1	:30	5:28-30A- News-2 News This Morning 530a	1			1					1	\$350.00	\$350.00	Salt Lake City (KUTV)		9/18/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



# Station Order Revised

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

**Estimate ID**
**Flight Dates:** Monday, September 24, 2012 to Sunday, September 30, 2012

**12033**
**Contact:** Kristen Henderson  
**Email:** KHenderson@kutv2.com

**Phone:** 801-973-3000  
**Fax:** 801-839-1101  
**Direct:** 801-839-1119

### KUTV-TV

Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
KUTV 5:30a News	EM	M-F	30	\$350.00	1	1	1					3
5:30 AM 6:00 AM			30	\$1,050.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 6a News	EM	M-F	30	\$550.00	1	1	1	1	1			5
6:00 AM 8:00 AM			30	\$2,750.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
CBS This Morning	EM	M-F	30	\$300.00	1	1	1	1	1			5
8:00 AM 9:00 AM			30	\$1,500.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Young & Restless	DT	M-F	30	\$300.00			1					1
9:00 AM 10:00 AM			30	\$300.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV Noon News	DT	M-F	30	\$300.00	1							1
12:00 PM 1:00 PM			30	\$300.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Fresh Living	DT	M-F	30	\$70.00	1	1			1			3
1:00 PM 1:30 PM			30	\$210.00								
<hr/>												
Ricki Lake	EF	M-F	30	\$125.00	1	1	1	1	1			5
3:00 PM 4:00 PM			30	\$625.00								
<hr/>												
KUTV 4p News	EN	M-F	30	\$400.00	1	1	1	1	1			5
4:00 PM 4:30 PM			30	\$2,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 4:30p News	EN	M-F	30	\$500.00	1	1	1	1	1			5
4:30 PM 5:00 PM			30	\$2,500.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 5p News	EN	M-F	30	\$900.00	1	1	1	1	1			5
5:00 PM 5:30 PM			30	\$4,500.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 6p News	EN	M-F	30	\$1,000.00	1	1	1	1	1			5
6:00 PM 6:30 PM			30	\$5,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Saturday 5p News	EN	Sa	30	\$180.00						1		1
5:00 PM 6:00 PM			30	\$180.00								

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/18/2012 3:22:59 PM

KUTV-TV

Page 1 of 2

suzannel@mediastراتيجيes.com



# Station Order Revised

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, September 24, 2012 to Sunday, September 30, 2012

12033

**Contact:** Kristen Henderson

**Phone:** 801-973-3000

**Email:** KHenderson@kutv2.com

**Fax:** 801-839-1101

**Direct:** 801-839-1119

### KUTV-TV

Program Name	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
	DP	Length		Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
Made in Jersey	PT	F	\$1,700.00					1			1
8:00 PM 9:00 PM		30	<b>\$1,700.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV 10p News	LN	M-F	\$2,500.00	1	1	1	1	1			5
10:00 PM 10:35 PM		30	<b>\$12,500.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.											
Saturday 10p News	LN	Sa	\$1,500.00						1		1
10:00 PM 10:35 PM		30	<b>\$1,500.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.											
Sunday 10p News	LN	Su	\$900.00							1	1
10:00 PM 10:35 PM		30	<b>\$900.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.											
Letterman	LF	M-F	\$600.00		1		1				2
10:35 PM 11:35 PM		30	<b>\$1,200.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.											
<b>Station Gross Totals</b>			<b>\$38,715.00</b>	<b>11</b>	<b>11</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>2</b>	<b>1</b>	<b>54</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/18/2012 3:22:59 PM

KUTV-TV

Page 2 of 2

suzannel@mediastراتيجies.com



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

## Contract # 1374432

**Schedule Dates** 09/24/12-09/30/12  
**Advertiser** Matheson for Congress (73730)  
**Agency** Media Strategies & Research-Denver (1374)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** september 24 through september 30 kutv (47398)  
**Salesperson** Henderson, Kristen (2948)  
**Sales Office** KUTV/KMYU  
**Buyer Name** /  
**Phone/Fax** /  
**CPE** 12033  
**Account Types** Local/Spot Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 09/18/12  
**Last Modified** 09/18/12  
**Entered By** Chantryce Diehl  
**CO-OP** No  
**Headline #**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,241.75  
**Net Total** \$29,703.25  
**Sales Tax**

## Salt Lake City (KUTV)

**By Broadcast Month**  
Sep. 2012 48  
Grand Total: 48  
**Spots**  
48  
**Rate**  
\$34,945.00  
\$34,945.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	09/26/12-09/26/12	1	:30	5A- News-2 News This Morning 530a				1					1	\$350.00	\$350.00	Salt Lake City (KUTV)		9/18/12
2.0	Normal Line / News	09/24/12-09/28/12	1	:30	6A- 8A (MST)		1	1	1	1	1			5	\$550.00	\$2,750.00	Salt Lake City (KUTV)		9/18/12
3.0	Normal Line / SPOT	09/24/12-09/28/12	1	:30	8A- CBS-This Morning (New Title)		1	1	1	1	1			5	\$300.00	\$1,500.00	Salt Lake City (KUTV)		9/18/12
4.0	Normal Line / SPOT	09/26/12-09/26/12	1	:30	10A- CBS-The Young and the Restless				1					1	\$300.00	\$300.00	Salt Lake City (KUTV)		9/18/12
5.0	Normal Line / News	09/24/12-09/24/12	1	:30	12P- News-2 News at Noon		1							1	\$300.00	\$300.00	Salt Lake City (KUTV)		9/18/12
6.0	Normal Line / SPOT	09/25/12-09/28/12	5	:30	1P- News-Fresh Living			1		1	1			2	\$70.00	\$140.00	Salt Lake City (KUTV)		9/18/12
7.0	Normal Line / SPOT	09/24/12-09/28/12	5	:30	3P- Ricki Lake		1	1	1	1	1			5	\$125.00	\$625.00	Salt Lake City (KUTV)		9/18/12
8.0	Normal Line / News	09/24/12-09/28/12	1	:30	4P- News-2 News at 4p		1	1	1	1	1			5	\$400.00	\$2,000.00	Salt Lake City (KUTV)		9/18/12
9.0	Normal Line / News	09/24/12-09/28/12	1	:30	4:30P- News-2 News at 430p		1	1	1	1	1			5	\$500.00	\$2,500.00	Salt Lake City (KUTV)		9/18/12
10.0	Normal Line / News	09/24/12-09/28/12	1	:30	5P- News-2 News at 5p		1	1	1	1	1			5	\$900.00	\$4,500.00	Salt Lake City (KUTV)		9/18/12
11.0	Normal Line / News	09/24/12-09/27/12	1	:30	6P- News-2 News at 6p		1			1				2	\$1,000.00	\$2,000.00	Salt Lake City (KUTV)		9/18/12
12.0	Normal Line / News	09/29/12-09/29/12	5	:30	5P- News-2 News at 5p							1		1	\$180.00	\$180.00	Salt Lake City (KUTV)		9/18/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

KH

9/18/13





KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

## Contract # 1374432

**Schedule Dates** 09/24/12-09/30/12  
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**Agency** Media Strategies & Research-Denver (1374)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** september 24 through september 30 kutv (47398)  
**Salesperson** Henderson, Kristen (2948)  
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**Buyer Name** /  
**Phone/Fax** 12033  
**CPE** Local/Spot Agency BRD  
**Account Types** Standard  
**Billing Type** Comments

**Date Entered** 09/18/12  
**Last Modified** 09/18/12  
**Entered By** Chantryce Diehl  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,241.75  
**Net Total** \$29,703.25  
**Sales Tax**

## Salt Lake City (KUTV)

**By Broadcast Month**  
Sep. 2012 48  
Grand Total: 48  
**Spots**  
48  
**Rate**  
\$34,945.00  
\$34,945.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / Prime	09/28/12-09/28/12	1	:30	8P- CBS-Made in Jersey (Friday)						1			1	\$1,700.00	\$1,700.00	Salt Lake City (KUTV)		9/18/12
14.0	Normal Line / News	09/24/12-09/28/12	1	:30	10P- News-2 News at 10p		1	1	1	1	1			5	\$2,500.00	\$12,500.00	Salt Lake City (KUTV)		9/18/12
15.0	Normal Line / News	09/29/12-09/29/12	1	:30	10P- News-2 News at 10p							1		1	\$1,500.00	\$1,500.00	Salt Lake City (KUTV)		9/18/12
16.0	Normal Line / News	09/30/12-09/30/12	3	:30	10P- News-2 News at 10p								1	1	\$900.00	\$900.00	Salt Lake City (KUTV)		9/18/12
17.0	Normal Line / SPOT	09/25/12-09/27/12	1	:30	10:35P- CBS-The David Letterman Show			1	1	1				2	\$600.00	\$1,200.00	Salt Lake City (KUTV)		9/18/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



# Station Order Revised

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, September 24, 2012 to Sunday, September 30, 2012

12033

**Contact:** Kristen Henderson

**Phone:** 801-973-3000

**Email:** KHenderson@kutv2.com

**Fax:** 801-839-1101

**Direct:** 801-839-1119

### KUTV-TV

Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
KUTV 5:30a News	EM	M-F	30	\$350.00			1					1
5:30 AM 6:00 AM			30	<b>\$350.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 6a News	EM	M-F	30	\$550.00	1	1	1	1	1			5
6:00 AM 8:00 AM			30	<b>\$2,750.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.												
CBS This Morning	EM	M-F	30	\$300.00	1	1	1	1	1			5
8:00 AM 9:00 AM			30	<b>\$1,500.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.												
Young & Restless	DT	M-F	30	\$300.00			1					1
9:00 AM 10:00 AM			30	<b>\$300.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV Noon News	DT	M-F	30	\$300.00	1							1
12:00 PM 1:00 PM			30	<b>\$300.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.												
Fresh Living	DT	M-F	30	\$70.00		1			1			2
1:00 PM 1:30 PM			30	<b>\$140.00</b>								
<hr/>												
Ricki Lake	EF	M-F	30	\$125.00	1	1	1	1	1			5
3:00 PM 4:00 PM			30	<b>\$625.00</b>								
<hr/>												
KUTV 4p News	EN	M-F	30	\$400.00	1	1	1	1	1			5
4:00 PM 4:30 PM			30	<b>\$2,000.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 4:30p News	EN	M-F	30	\$500.00	1	1	1	1	1			5
4:30 PM 5:00 PM			30	<b>\$2,500.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 5p News	EN	M-F	30	\$900.00	1	1	1	1	1			5
5:00 PM 5:30 PM			30	<b>\$4,500.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 6p News	EN	M-F	30	\$1,000.00	1			1				2
6:00 PM 6:30 PM			30	<b>\$2,000.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.												
Saturday 5p News	EN	Sa	30	\$180.00						1		1
5:00 PM 6:00 PM			30	<b>\$180.00</b>								

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/18/2012 10:44:50 AM

KUTV-TV

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suzannel@mediastrategies.com



# Station Order Revised Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, September 24, 2012 to Sunday, September 30, 2012

12033

**Contact:** Kristen Henderson

**Phone:** 801-973-3000

**Email:** KHenderson@kutv2.com

**Fax:** 801-839-1101

**Direct:** 801-839-1119

## KUTV-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
Made in Jersey	PT	F	\$1,700.00					1			1
8:00 PM 9:00 PM		30	<b>\$1,700.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV 10p News	LN	M-F	\$2,500.00	1	1	1	1	1			5
10:00 PM 10:35 PM		30	<b>\$12,500.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.											
Saturday 10p News	LN	Sa	\$1,500.00						1		1
10:00 PM 10:35 PM		30	<b>\$1,500.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.											
Sunday 10p News	LN	Su	\$900.00							1	1
10:00 PM 10:35 PM		30	<b>\$900.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.											
Letterman	LF	M-F	\$600.00		1		1				2
10:35 PM 11:35 PM		30	<b>\$1,200.00</b>								
Sold out at LUR per KUTV. Move to L1 to clear.											
<b>Station Gross Totals</b>			<b>\$34,945.00</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>2</b>	<b>1</b>	<b>48</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/18/2012 10:44:50 AM

KUTV-TV

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★ RESPONSE TO ORIGINAL



## Station Order

### Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, September 24, 2012 to Sunday, September 30, 2012

12033

**Contact:** Kristen Henderson  
**Email:** KHenderson@kutv2.com

**Phone:** 801-973-3000  
**Fax:** 801-839-1101  
**Direct:** 801-839-1119

### KUTV-TV

Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
KUTV 5a News 5:00 AM 5:30 AM	EM	M-F	30	\$80.00 <del>\$200</del> \$400.00	1	1	1	1	1			5
KUTV 5:30a News 5:30 AM 6:00 AM	EM	M-F	30	\$135.00 <del>\$350</del> \$675.00	1	1	1	1	1			5
KUTV 6a News 6:00 AM 8:00 AM	EM	M-F	30	\$250.00 <del>\$550</del> \$1,250.00	1	1	1	1	1			5
CBS This Morning 8:00 AM 9:00 AM	EM	M-F	30	\$115.00 <del>\$200</del> \$575.00	1	1	1	1	1			5
CBS Sunday Morn 8:00 AM 9:30 AM	EM	Su	30	\$225.00 <del>\$700</del> \$225.00							1	1
Young & Restless 9:00 AM 10:00 AM	DT	M-F	30	\$125.00 <del>\$300</del> \$125.00		1						1
Lets Make a Deal 10:00 AM 11:00 AM	DT	M-F	30	\$110.00 <del>\$300</del> \$110.00				1				1
KUTV Noon News 12:00 PM 1:00 PM	DT	M-F	30	\$120.00 <del>\$300</del> \$120.00		1						1
Fresh Living 1:00 PM 1:30 PM	DT	M-F	30	\$70.00 <del>OK</del> \$70.00					1			1
The Talk 2:00 PM 3:00 PM	DT	M-F	30	\$150.00 <del>\$400</del> \$150.00			1					1
Ricki Lake 3:00 PM 4:00 PM	EF	M-F	30	\$200.00 <del>\$125</del> \$1,000.00	1	1	1	1	1			5
KUTV 4p News 4:00 PM 4:30 PM	EN	M-F	30	\$135.00 <del>\$400</del> \$675.00	1	1	1	1	1			5

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/17/2012 11:21:38 AM

KUTV-TV

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# Station Order

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

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### KUTV-TV

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				Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
KUTV 4:30p News 4:30 PM 5:00 PM	EN	M-F 30	\$150.00 <b>\$750.00</b>	<del>\$500</del> 1	1	1	1	1			5
KUTV 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$360.00 <b>\$1,800.00</b>	<del>\$900</del> 1	1	1	1	1			5
KUTV 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$360.00 <b>\$1,800.00</b>	<del>\$1000</del> 1	1	1	1	1			5
Saturday 5p News 5:00 PM 6:00 PM	EN	Sa 30	\$180.00 <b>\$180.00</b>						1		1
Ent Tonight 6:30 PM 7:00 PM	PA	M-F 30	\$425.00 <b>\$425.00</b>					1			1
Mother/Partner 7:00 PM 8:00 PM	PT	M 30	\$1,250.00 <b>\$1,250.00</b>	<del>\$3000</del> 1							1
KUTV 10p News 10:00 PM 10:35 PM	LN	M-F 30	\$1,100.00 <b>\$5,500.00</b>	<del>\$2500</del> 1	1	1	1	1			5
Saturday 10p News 10:00 PM 10:35 PM	LN	Sa 30	\$600.00 <b>\$600.00</b>						1		1
Sunday 10p News 10:00 PM 10:35 PM	LN	Su 30	\$850.00 <b>\$850.00</b>							1	1
Letterman 10:35 PM 11:35 PM	LF	M-F 30	\$275.00 <b>\$550.00</b>	<del>\$600</del> 1	1		1				2
<b>Station Gross Totals</b>			<b>\$19,080.00</b>	<b>12</b>	<b>12</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>2</b>	<b>2</b>	<b>63</b>

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